

**CITY OF LODI
INFORMAL INFORMATIONAL MEETING
"SHIRTSLEEVE" SESSION
CARNEGIE FORUM, 305 WEST PINE STREET
TUESDAY, OCTOBER 9, 2007**

An Informal Informational Meeting ("Shirtsleeve" Session) of the Lodi City Council was held Tuesday, October 9, 2007, commencing at 7:00 a.m.

A. ROLL CALL

Present: Council Members – Hansen, Hitchcock, Katzakian, Mounce, and Mayor Johnson

Absent: Council Members – None

Also Present: Deputy City Manager Krueger, City Attorney Schwabauer, and City Clerk Johl

B. TOPIC(S)

B-1 "Presentation by the Lodi Chamber of Commerce Regarding General Plan White Paper Reports and Land Use Map"

Deputy City Manager Krueger briefly introduced the subject matter.

Chamber of Commerce President Pat Patrick provided a PowerPoint presentation regarding the General Plan White Paper Reports and Land Use Map. Specific topics of discussion included an overview, report criteria and identification, topic areas for reports, important recurring themes, and goals.

In response to Mayor Johnson, Pat Stockar stated the AL-5 designation was originally used to recognize some parcels that might have agricultural opportunity and give small farming areas a chance to flourish with possible homesteads. He stated the County has limitations on AL-5 zoning and agricultural manufacturing is not considered viable for AL-5 designation.

In response to Council Member Hansen, Pat Stockar stated that Lodi needs to sustain land but not necessarily control it. He stated a partnership is necessary with surrounding agencies, Stockton has made the City focus on its southern boundaries, farmers in the area will likely continue to farm, and a sphere of influence implies service delivery at a later date, which may not be the intent.

Discussion ensued between Council Member Hansen and Pat Stockar regarding the timing of the County's general plan, efforts regarding a community separator, costs of zoning over \$300,000, and a cooperative effort between the County, City, and landowners.

In response to Council Member Hitchcock, Pat Stockar stated it will be difficult to provide services to piecemealed pockets of land versus larger pieces of land. He stated the southern boundary will likely not move for a while because Stockton has plenty of land in reserve. Ms. Hitchcock stated that assuring there will not be additional annexations of the subject area will make Lodi more comfortable and be consistent with Local Agency Formation Commission policy. Mr. Stockar stated eventually there will be contracts with the farming community who will keep the zoning intact.

In response to Mayor Pro Tempore Mounce, Mike Carouba stated no one had contacted the cemetery and that is a good idea.

In response to Mayor Johnson, Mike Carouba stated he is not completely sure as to how to preclude distribution centers, but one suggestion might be to have more than the M-1 and M-2 zoning, which is very broad.

Mayor Pro Tempore Mounce suggested the owner of the property located on the corner of Harney Lane and 99, who is also interested in selling the property, be included as a stakeholder in the process.

In response to Mayor Pro Tempore Mounce, Pat Patrick stated that any incentive the City can provide with respect to the enterprise zone would be helpful. Discussion ensued between Mayor Johnson, Mayor Pro Tempore Mounce, and Pat Patrick regarding efforts by the San Joaquin Partnership and the process associated with getting points for enterprise zone designation.

Mayor Pro Tempore Mounce commended the Committee for its suggestion regarding an incentive program for police officers.

In response to Council Member Hansen, Pat Patrick stated there is a need in the community for an employment center if there is sufficient land and infrastructure available. Dale Gillespie stated there is a lot of competition for manufacturing and employment center types of jobs, the goal will be to capture the highest quality of employment, and an analysis of development costs will be necessary.

In response to Council Member Hansen, Pat Patrick stated it is important to have the economic development position because there is a need to have a good person on the inside to facilitate the permitting process and to help build the plan to attract the businesses.

In response to Mayor Johnson, Dale Gillespie stated there was no discussion regarding the north side of the river other than there is some need for Lodi to have an interest in the area so that it can be a party to relevant discussions from a preservation standpoint. Pat Stockar stated it is a unique recreational area for preservation.

In response to Council Member Hansen, Pat Patrick stated the theater is a good attraction but there is a need for a few more pieces, such as art galleries and possibly a skating rink, to attract people to the downtown area.

In response to Council Member Hansen, John Whetmore stated wine tasting is slow, the Cellar Door is starting to come around, and a nearby hotel and boutique is a great idea.

In response to Pat Patrick, Community Development Director Hatch stated they are currently working on opportunities for residential units and/or lofts in the downtown area.

C. COMMENTS BY THE PUBLIC ON NON-AGENDA ITEMS

- Pat Patrick commended Mayor Johnson for his participation at the Street Faire.

D. ADJOURNMENT

No action was taken by the City Council. The meeting was adjourned at 8:20 a.m.

ATTEST:

Randi Johl
City Clerk



**CITY OF LODI
COUNCIL COMMUNICATION**

AGENDA TITLE: Presentation by the Lodi Chamber of Commerce Regarding General Plan White Paper Reports and Land Use Map

MEETING DATE: October 9, 2007 (Shirtsleeve Session)

PREPARED BY: City Manager

RECOMMENDED ACTION: Consider report provided by Lodi Chamber of Commerce.

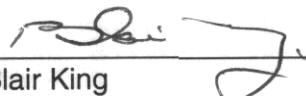
BACKGROUND INFORMATION: The Lodi Chamber of Commerce has developed position papers on several important policy areas dealing with the adoption of a new General Plan and has drafted a proposed General Plan Land Use Map.

The Chamber has requested that it be allowed to make a presentation to the Council. The Chamber's report will be distributed at the Shirtsleeve Session.

Some time ago when the Chamber first approached staff concerning the work of its Task Force, the timing of the Chamber's report was intended to coincide with the release of the City's General Plan consultant's alternatives. Consequently, the Chamber's proposal was to have been presented in the context of several alternative proposals under consideration. Although the Chamber's proposal is now the first to surface, the Council should keep in mind that it will have the opportunity, hopefully in the reasonable future, to consider the Land Use alternative developed by Dyett & Bhatia.

FISCAL IMPACT: N/A

FUNDING AVAILABLE: N/A



Blair King
City Manager

BK/jmp

APPROVED:



Blair King, City Manager



F O R E W O R D

The over 820 separate business members of the Lodi District Chamber of Commerce, represented by the Board of Directors, believe this particular General Plan update to be of critical importance. These businesses range from the very small to having hundreds of employees. Industries represented include manufacturing, distribution, agriculture, retail, high technology and service sectors. Their business success is in part tied to the ongoing success of our city. At this time in our City's history, Lodi faces core directional changes. Strategies must continue to uphold the community values and enterprise spirit that has forged our well respected and successful community for the past one hundred years.

Facing unprecedented regional population growth in the next several decades, it is absolutely crucial we maintain our city's uniqueness and its strong tie to agriculture. Lodi must continue to provide a place to live and work that is unique in comparison to other valley communities. We can only accomplish these goals through a strong local economy. The men and women whose ideas make up this report represent a cross section of Chamber business interests and are active in the Lodi community. They and those they represent have strong opinions on what it is going to take to keep Lodi economically strong and sound going forward.

For these reasons the Lodi Chamber thought it important to examine the key elements driving Lodi's future and with *one voice*, offer direction for this General Plan. The 20 Chamber members working on this project spent over 400 individual hours researching, discussing, compiling and writing these six White Paper reports. The results of the effort are compiled into six narratives that are written so as to guide policy and philosophy on how Lodi should grow.

Our process included 5 large group meetings of the 20 members. Open discussion centered on each key target area of interest which later became the title categories of the White Papers. A smaller group of seven took responsibility for drafting and review of the documents. The White Paper drafts were then brought back to the full group for affirmation and refinement. The large group took two meetings with the documents before reaching consensus on all six White Paper reports. A corresponding map was developed to graphically depict some of the ideas relative to land use.

Finally, the Board of Directors met and enthusiastically received and endorsed the full and completed report on August 27, 2007. At that time, the Board authorized release of the full report to the City of Lodi and the community.

It is our sincere hope that this document will help those responsible for drafting and approving this General Plan update. Those charged with this task should consider the economic influences that need to drive the orderly, planned growth in the industrial, commercial and residential segments while providing for a viable agricultural sector. The delicate balance between these sectors provides for Lodi to be the vibrant and distinctive community it is today.

As Board Chair, it was my honor to participate in this General Plan Task Force process and work with the business men and women who gave their time, talents and ideas toward this effort. The group's consensus produced the White Paper reports that provide a General Plan guideline for Lodi's prosperous future while enhancing our unique and attractive attributes as a community.

Eric Daegling
2007 Board Chairperson

LODI



Blueprint for the Future

General Plan Task Force & Lodi Chamber Board of Directors

October 2007

City of Lodi General Plan Update



Overview

- April-August 2007
- 10 Group Meetings
- 20 Chamber Members / 400+ Hours
- 6 - White Paper Reports
- Policy Statements, Strategic Thinking, Directional & Ideas
- Land Use Map
- Endorsed by Board of Directors 8/27/07

Report Criteria & Identification of Key Areas

- 6 Areas having great bearing on key planning elements of the General Plan
- Areas that will dramatically effect the local economy of Lodi in the future
- Areas that maintain our Quality of Place & Our Quality of Life

Topic Areas for Reports

- Preserving Small Town Character
- Economic Development
- Agriculture Sustainability & “Greenbelts”
- Rehabilitating Eastside Neighborhoods & Key Corridors
- Downtown
- Tourism

Important Recurring Themes

- Partnering with Agriculture
- Adopting the “Tourism Mentality”
- Making Downtown Work Financially
- Master Plan for Economic Development
- Slow Growth... *and...* Pro-Jobs
- Bringing Back the East Side Economically

Our Goals

- To influence acceleration of the GP process through workable ideas and concepts.
- To be a catalyst for a “Win-Win” plan for Lodi through... Areas of Interest & AL-5.
- Create more availability for industrial & commercial master-planned development.
- Cast a vision for the needed infrastructure & attitude to capitalize on tourism.
- To create a strong local economy and to voice concerns & thinking of the Lodi business community.

LODI

A BLUEPRINT
FOR THE FUTURE

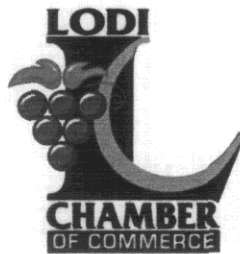


A White Paper Report

BY

The General Plan Task Force

**A Committee of the Board of Directors
Of the Lodi District Chamber of Commerce**



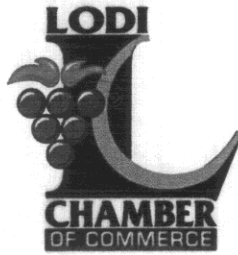
**A Report to Those Who Will Craft and Approve
the City of Lodi's General Plan Update, October 2007**

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FOREWORD

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Eric Daegling
2007 Board Chairperson

TASK FORCE MEMBERS

Dennis Altnow - *Dennis is a 4th generation Lodian whose family settled the area in the 1890's and later planted a vineyard on Sargent Road. Lodi Truck Service, Est.1935, by Art Altnow has been a Lodi Chamber member since 1947. Dennis obtained his Bachelor's degree in 1976. Four years later, he and his brother, Don co-Founded Tiger Lines, which now operates 300 trucks throughout California and the United States hauling van freight, agriculture, waste and forest by-products. Dennis has served as a past Director and Officer's Council member of the California Trucking Association, board member of the Lodi Boys and Girls Club, and Bethel Church for twenty consecutive years. He and his wife, Lois, reside in Woodbridge and have two daughters- a Lodi teacher and an attorney married to a Lodi school principal.*

Joe Berghold - *Joe and his wife Kay own one of the most beautiful wineries in the state of California, Berghold Winery. It was established in 2002 within Berghold vineyards. Joe began growing grapes in Lodi in 1986, prior to that Joe had a successful career in real estate and marketing of branded goods. His career includes being the corporate CFO of Six Flags Great America, treasurer of Levi Strauss Company, Owner of Levis Children's wear in Europe.*

Jon Bjork - *Jon is a consultant to the wine industry as well as General Manager and Co-Owner of Pantheon Cellars, a new business bringing to market a very exclusive, upscale Lodi Rhone-style red blend in 2008. Jon was General Manager of Jessie's Grove Winery, where he managed all day-to-day operations of the 15,000 case winery and custom crush facility. With a degree in Neurobiology from the University of California at Berkeley, Jon entered the wine industry after a 15-year focus on hi-tech as VP of Operations at Dantz Development, makers of Retrospect backup software, and as Materials Manager at Jasmine Technologies, a major Macintosh hard drive manufacturer.*

Michael N. Carouba - *Michael is a commercial real estate broker with the firm of Coldwell Banker Commercial. Michael represents retail, office and agricultural properties throughout the Central Valley. Originally from the Bay Area, Michael moved to Lodi 10 years ago and is married to Lana, a third generation Lodian. Their children Cole and Mia attend Reese Elementary. Michael is a Chamber member and sergeant-of-arms for Lodi Rotary.*

Eric Daegling - *Eric has been the Branch Manager for Bank of Stockton in Lodi since 2000. He is a graduate of UC Davis with a B.S. in Food Science, and later earned an M.B.A. from the University of Oregon. Eric is also a recent graduate of the Pacific Coast Banking School. He has been active in the Lodi Chamber, serving on various committees, and is a member of the Lodi Rotary. Eric and his wife Sharon have 2 daughters, and have lived in Lodi since 1999.*
(Chamber Board & Executive Committee member)

Carol Farron - *Carol is the Community Development Director for Lodi Memorial Hospital. Lodi Memorial Hospital has been serving the medical needs of Lodi and beyond since 1952. In Lodi she serves on the board of directors of Lodi House, a shelter and program for homeless women and children. She also serves on the board of the Red Cross for San Joaquin County. Her dog Ted is a certified pet therapist.*

Phil Felde - *Phil has been active with the Chamber's Leadership Lodi program for the past 10 years. He currently serves on the Lodi Memorial Hospital Board of Directors and is a member of the Lodi Sunrise Rotary Club. His past affiliations include United Way of San Joaquin Board of Directors and twice Co-chair of Field and Fair Day with wife Daphne. Phil has been employed in the banking industry in Lodi for over 25 years, and currently works with Bank of Agriculture and Commerce at their Lodi Branch. He and Daphne have lived in Woodbridge for the past 20 years and have 3 grown children who all attended Lodi Unified School District schools.*

Jerry Fry – Jerry was born in Hayward, CA, and received B.S. and M.S. degrees from UC Berkley and UC Davis in Soil Science. He serves as the COO for Mohr-Fry Ranches, a diversified family farming operation that has been in existence since 1855. They raise 12 varieties of wine grapes, and also grow cherries and various row crops. Jerry is a member of the Chamber's Agribusiness Committee, Past President of the Lodi Rotary Club, and President of the Woodbridge Rural County Fire Protection District. He is also the Past President of the Lodi District Grape Growers Association, Past Commissioner and Chairman of the Marketing Committee for the Lodi-Woodbridge Wine grape Commission, Past President of the CA Association of Wine grape Growers, a Member of the U.S. International Office of Wine and Vine Coordinating Committee, a Member and Treasurer of the CDFA Wine grape Inspection Advisory Board, and a Member of the SJ County Cherry Growers and Industries Foundation. **(Chamber Board Member)**

Mike Georguson - Mike has been a Chamber Board member since 2005. He also serves as a Board member of the Lodi Memorial Hospital Foundation Board, Woodbridge Country Club Greens Committee and has been a Volunteer Youth Leader at First Baptist Church for 9 years. Mike and his wife Debbie own Valley Outdoor Advertising, a billboard company located primarily in Lodi and San Joaquin County. Mike and Debbie reside in Lodi, have 3 sons and are both graduates of Lodi High. Mike graduated from UOP and received an MBA from Cal Poly San Luis Obispo. **(Chamber Board & Executive Committee member)**

Dale N. Gillespie - Dale has been a Chamber Board member since January, 2006. He also serves as the Secretary/Treasurer of the Lodi Conference & Visitors Bureau Board of Directors. Dale and his wife Debbie own DG Land Company, dba DGP Real Estate, a business specializing in the brokerage of agriculture, country, and industrial/commercial properties in the Lodi area. Dale is also a Managing Member, along with 3 other partners, of San Joaquin Valley Land Company, a Lodi-based real estate development company. He and Debbie reside in Woodbridge, have 3 children, all graduates of Lodi High, and have both lived in Central Valley communities all but 3 of their 54 years, living and working in Lodi and surrounding communities for the last 34 years. **(Chamber Board Member & GP Task Force Chairperson)**

Sandra Gonzalez - Sandra has been a Chamber member since 2004. She is founding President of the Chamber's Hispanic Business Committee. Sandra and her family own Gonzalez Bridal Boutique. Founded in 1995, Gonzalez Bridal Boutique specializes in Bridal, Quinceanera, Christening and Communion attire and accessories. Her bridal boutique, located on Lodi's historic Central Street, has been featured in the Lodi News Sentinel, Stockton Record, KCRA-TV and national magazines Tu Vida, Mis Quince and Teen Prom. Sandra is a graduate of Lodi High and CSU, Sacramento. She also currently hosts a weekly radio show on Napa Valley's KVON-AM (News Talk) focused on wine, food, arts and travel related to Latino culture.

Joe Hohenrieder - Joe has been a Chamber member since 1992 and is a member of the Lodi Boys and Girls Club Board of Directors. Joe and his wife Clydene, own Lustre-Cal Nameplate Corporation, which they acquired in 1992. Lustre-Cal has been in business in Lodi for 43 years and employs 60 people. In 2005, the company relocated from its factory on Turner Road, to a state of the art, 50,000 sq. ft. facility located on Guild Ave. Lustre-Cal is committed to contributing to its employees and to Lodi's well being. Joe and his wife live in Acampo. They have 2 adult children and 5 grandchildren, who reside in Marin County.

Dave Kirsten- Dave is a 20 year Lodi resident where he operates Kirsten Company LLC, a family commodity dealership. He is a former board member of the Lodi High Flame Foundation and the Downtown Lodi Business Partnership. He currently serves on the Lodi Planning Commission, the City Budget and Finance Committee and is a Lodi Memorial Hospital Foundation board member. Dave studied agronomy at CSU Chico and has a 30 year background in agriculture. He is the President of the California Bean Shippers Association and a delegate the the National Dry Bean Council. Dave and his wife Patty have been married 29 years and have two children. In 2005 their son Mark joined the family business. Daughter Carolyn is a college senior.

Russell G. Munson - Russ has been a Chamber Board Member since 2004 and has served on the Executive Committee for the last two years. Russ and his wife, Kathryn, are the majority owners of Wine & Roses Hotel, Restaurant and Spa and serve as the managing members of the Wine & Roses, LLC, also owners of Rosewood Bar & Grill. Russ has been involved in residential and commercial development in the San Joaquin Valley for the last twenty five years, and is a partner in the Verner Development Group in Stockton. Russ, Kathryn, and children all grew up in Lodi, graduated from Lodi High and all still reside in Lodi, other than his daughter who resides in Paradise, California. Russ has been involved in growth issues in the Lodi area for some time and has been actively involved in the Green Belt Task Force meetings, as well as the task force meetings that recommended the 2% growth ordinance. **(Chamber Board & Executive Committee member)**

Debbie Olson - Debbie currently serves as a Regional Public Affairs Manager for the League of California Cities. The League is a membership organization consisting of all of the cities in California. Prior to joining the League of California Cities, Debbie was an accomplished political consultant and worked on numerous high-profile campaigns and initiatives, among them, campaigns for Governor Pete Wilson, Senator John McCain, Congressman Tom Campbell and Mayor Willie Brown. She is currently serving as a member of the Board of Directors for Lodi Memorial Hospital and was a founding board member for Lodi House, a women and children's shelter in San Joaquin County.

Sunny Patel - Sunny owns the Wine Country Inn in Lodi. He has been a resident of Lodi for 30 years and a member of the Chamber of Commerce member for 21 yeas. And at the present time, he is a board member of the Lodi Visitors and Convention Bureau. Sunny has been a member of the Lions Club of Lodi for 10 years.

Pat Patrick - *Pat Patrick came to the Lodi Chamber as CEO in 2001. Pat has called Lodi home since 1987. His background includes marketing management and advertising positions with Tyson Foods, Foster Farms Poultry Company, and Safeway Stores. Pat is on the Boards of The Salvation Army, The Loel Center, the Lodi Wine Country Marketing Group, and the County's Economic Development Committee. He is past President for the Northern California Chamber Executives Association and Board Member of the Western States Chamber Executives. Pat is a graduate of University of Texas and the U.S. Chamber's Institute for Organizational Management. (Chamber C.E.O. & Executive Committee member)*

Jan Sherman - *Jan has been a Chamber member for a number of years and joined with her new company, Sherman & Associates Real Estate, in October 2006. She served as President of the Lodi Association of Realtors in 1996 and 2004, currently serves as a Director for the California Association of Realtors and Chairman of the Board of Directors for Lodi House. Jan has been involved in residential real estate sales in Lodi for 23 years and recently opened her new office with her husband Patrick and her son Ryan. Jan and Patrick moved to Lodi in 1978 with their son and daughter. Jan is originally from Aberdeen, South Dakota and lived in Visalia, Ca. prior to moving to Lodi. Her children and four grandchildren live and work in the Lodi area.*

Jack Sieglock - *Jack is a former member of the San Joaquin County Board of Supervisors (1999-2007), where he served as Chairman in 2003. Additionally, Jack served on the Lodi City Council (1990-1998), where he served as Mayor in 1994 and 1998. He has served on many committees dealing with land use and planning issues including the Local Agency Formation Commission (LAFCO) and Council of Governments (COG). Jack is a longtime member of the Lodi District Chamber of Commerce, Lodi Boys and Girls Club and many other organizations in the community. He currently owns a small business, Sieglock Communications, where he focuses on public and government relations. Jack is married to Brenda Sieglock and they have three children. Jack and his family are members of Temple Baptist Church.*

Pat Stockar - *Pat is a wine-grape grower and cattleman in the Lodi/Woodbridge area. He was the recipient of the Lodi Chamber of Commerce Agriculturist of the Year in 2005. Pat spent almost 13 years on the San Joaquin County Planning Commission serving 4 years as the chairman. Pat served as chair of the Mokelumne River Task Force, the Lodi Arts Commission and the San Joaquin Valley Unified Air Pollution Control District. He also served on the San Joaquin County Agricultural Advisory Board and is currently on the Board of Directors of the Lodi District Grape Growers Association. Pat resides in rural Lodi with his wife Sandi and their two daughters.*



General Plan Task Force
White Paper Reports

Executive Summary

This summary will capture the intent and main themes of the 6 chapters of the White Paper Report. We encourage the reader to spend time with each white paper to plumb the depth of each report, its ideas and reasoning.

Preserving Small Town Character

Always an agricultural community, Lodi is kindred to the bounty of the land which encircle Lodi creating value and distinction to the small town atmosphere. Maintaining these qualities will be a critical determinant on the success of our city in the coming years. Everything we do as a city must have a mind set toward quality and maintaining that quality.

The Chamber's Task Force believes the 2% self-imposed growth limit created by citizens and affirmed by their City Council has served the community well in terms of preserving its small town character. The Task Force believes it should be continued for the life of this next General Plan.

New infill construction will retard demise of urban areas, reclaim "brown fields" and will improve vacant property for redevelopment-aided projects. Zoning, changes in the building code, plus new ordinances to promote the construction of "vertical" (multi-story, residential over retail & office, etc.), living spaces should be fast-tracked and expedited by Community Development Department.

Entry points to the city and rural land outside the city promote and define boundaries of the community and speak to Lodi's uniqueness. By maintaining and enhancing the rural atmosphere of Lodi and it's gateways, a powerful message is communicated...*that one is truly entering a very special community.*

Economic Development

Of all the elements of the upcoming General Plan we have studied, our Task Force found Lodi's current state of economic development or job creation as most lacking. It is critical the people of Lodi, our elected officials and city staff show greater respect for the retention and attraction of jobs, as jobs, are the chief contributing element to a strong local economy.

Here are two of seven recommendations:

- The City must embrace the need and begin developing a comprehensive Economic Development Plan for balanced job creation. It is our belief the changing economic times call for new strategies with creative public-private partnerships focusing on Lodi's best opportunities for meaningful, primary job growth.
- A comprehensive review of current policies that enable or dissuade development should be performed. Also we recommend working hand-in-hand with the Chamber and service providers in the community in a business retention and expansion effort.

The Master Plan must also consider commercial / retail along the very valuable and highly visible Highway 99 frontage and along the arterials Kettleman & Harney. In between the 2 East-West arterials could be the multi-tenant, high job-density structures, which will provide business space for a variety of businesses. The whole design, because of its planning, would have a coordinated appearance, be visually pleasing for the workers in the area, and the neighboring ag lands to the east.

A master planned business park is essential in attracting higher paying jobs to Lodi. While the wine and hospitality industries will bring tourists and tax revenue to Lodi, the higher paying jobs attracted through the business park will contribute more to the ongoing strength of the local economy.

Agriculture Sustainability & "Greenbelts"

Agriculture is Lodi's leading industry in terms of expansion and growth. In addition Lodi is creating a tourism opportunity and as a result, new and widening revenue streams for the community. The City of Lodi needs to be actively supporting agriculture in new and creative ways. It is critical to the City of Lodi and the community at large that agriculture maintain its profitability.

The question is how much should Lodi do to support an industry that is largely outside of its city limits? What is legal? What is prudent? What actions would be a good investment for Lodi's future well-being? What involvements and or influence are advisable for the city on the issue of Property Rights?

We believe the Lodi City Council should begin a deeper relationship with the Agricultural Community.

A form of "Super" AL-5 zoning does several things for Lodi's benefit:

- It accomplishes a community separator leaving some 80% of the land encircling Lodi in agriculture.
- It can include parameters allowing for the development of boutique and small wineries, Bed & Breakfasts, and other Ag-Tourism related businesses. It can also be exclusionary to types of businesses so as to have a harmonious "rural look and feel."

(above are 2 of 7 reasons to support such zoning)

Working "with" the land-owner-farmers will be the only way any real and lasting partnership with agriculture can happen. Lodi does not need to control the land in question (ag land surrounding Lodi) **but the City of Lodi does need to be a bigger part of the solution to help sustain it...and Lodi needs to do so right away.**

Rehabilitating Eastside Neighborhoods & Key Corridors

Economic investment is necessary to clean-up deteriorating and blighted properties. Needed investment will improve upon and hopefully reverse the predictable deterioration of surrounding neighborhoods now slipping into urban decay.

Mixed use of new retail, commercial and offices will raise property values, create jobs and improve the appeal of neighborhoods to the west of Cherokee. As this area is in a tax-producing deficit compared to Lodi's other commercial areas, the City should consider incentives for development such as greatly reduced impact fees to attract investment.

Community policing practices, offering housing incentives for police and fire personnel to live in the neighborhoods on the eastside have shown to be an effective way to reduce crime and have a positive influence to at-risk neighborhoods.

In conclusion, the Eastside of the community has many needs and "cries-out" for a redevelopment agency. The Eastside as a whole must be seen as the top priority and most worthy and needy recipient of those dollars claimed through incremental property tax gain. Any city, Lodi included, is faced with "shoring up" its needy neighborhoods and Lodi is no exception.

Downtown

Even with all the positives we believe about downtown, it is only a fraction of what it can be and needs to become. The visionary creators seemed to have had no plans or on-going resources for taking downtown to the next level of vibrancy and self-sustaining sufficiency. If we are to attract "tourists" to Lodi as a destination, the on-going maintenance of the downtown is absolutely a necessity!

Profitability for many retailers and merchants along School Street is steady but not as robust as it needs to be. For others it is a struggle to keep their doors open. There are voids in downtown's "product mix" or retail offerings.

There are no incentives or business attraction efforts for new downtown businesses and job creation. As mentioned earlier downtown needs physical attention. The streets need to be regularly cleaned, flowers and color need to be added. Recorded music from speakers in trees or on second story

buildings would be beneficial to add life and provide a unique shopping experience and further separate our downtown shopping environment from all the others. There is no façade improvement funding to help property owners investment look more appealing and helping out the streetscape. Perhaps downtown impact fees collected from new commercial developments could be allocated for such improvements.

Art will compliment existing retail and fits with the wine-lifestyle niche. Serious focus should be devoted to the development of an "Art Row." An example would be the conversion of the historical buildings along Sacramento Street across from the parking garage and the World of Wonders children's science museum. Street level galleries and studios are a part of the mixed use of the older buildings. Living space for the artists or proprietor in the second story makes a superb use for these now rundown and eyesore properties.

The railroad, we recognize, is a challenge to work with; however the prime real estate they control in the heart of Lodi is crucial to the transmission of the downtown quality west of the tracks to that east of the tracks. So much can be done with this land. A plan with a vision for this area is needed to cause constructive movement.

Tourism

The community has opportunity for tourism for another reason, which is location. Lodi is ideally situated to be only a short two-hour drive from home for nearly 12 million northern California inhabitants. *Lodi is being discovered!*

If Lodi is to become successful at repositioning itself as a "destination," a place where people want to come, *and return*, it is imperative our city be maintained in a higher-quality manner. Cleanliness in public places, colorful flowers, attractive facilities, is fundamental to our ability to attract a discriminating visitor.

Other infrastructure is needed to facilitate the continued development of downtown. Code ordinances are not conducive for reuse of existing structures or mixed use applications. Downtown Bed & Breakfasts in second story buildings could add a whole new dimension to downtown's dinning and entertainment scene.

Beyond downtown the Mokelumne River is an underdeveloped asset for a tourism-oriented community. Consideration should be given to adding the North bank of the river to our General Plan and Sphere of Influence, or as a special Area of Interest. Not for future development, but to have a say in how it will be protected and possibly enhanced at some point in the future.

The General Plan must use language that recognizes these opportunities and determine the actions, and mechanisms to bring these or other ideas like these into fruition. We need progress quickly if we are to truly be a first-class destination experience.

LODI



A White Paper Report
By The Lodi Chamber of Commerce's
General Plan Task Force

"Preserving Small Town Character"

Many of Lodi's natural attributes, the Mokelumne River, a Mediterranean climate accentuated by cooling Delta breezes, and four distinctive seasons have been the palate on which Lodi's citizens built, grew and maintained a compact and charming community. Always an agricultural community, Lodi is kindred to the bounty of the land which encircle Lodi and creates value and distinction to the small town atmosphere. We have deep community pride, respect for our culturally diverse community and dedication to see its future improve upon the contributions of its cherished past. Maintaining these qualities will be a critical determinant on the success of our city in the coming years.

The General Plan for the city must seek to sustain the qualities, elements and factors that will shape our community and its sense of place. Maintaining the quality and appearances of our city and especially our public places becomes of paramount importance if we are to attract visitors and tourists. Everything we do as a city must have a mind set toward quality and maintaining that quality.

Our vision of Lodi's future is one of economic prosperity, fueled by moderate job expansion through a master-planned business park encompassing offices, manufacturing, warehousing, and retail. Within the expanded park, new high job-density, multi-tenant complexes will make maximum use of available land with the **greatest number of jobs-per-acre possible**. We also see a continuation of the wine-growing and wine-making industries as well as a cluster of businesses servicing this expanding market.

Success of the Lodi Appellation is creating a "new to Lodi" opportunity which is ag-tourism. Wine-tasting visitors want to spend time in the community which means additional revenue streaming through hospitality and service businesses. Many new retail, entertainment and other ag-tourism opportunities can be launched in the near future that were never viable before.

The Chamber's Task Force believes the 2% self-imposed growth limit created by citizens and affirmed by their city council has served the community well in terms of preserving its small town character. The Task Force believes it should be continued for the life of this next General Plan. It, among other factors, has slowed the development of residential well below the residential average growth rates of the rest of the central valley. In recent years the percentage of Lodi's recorded residential growth has been well below 2%. Residential growth *has never hit its 2% annual cumulative cap* since its inception, and as of late has hovered at ½ percent or less.

The Chamber would like to see growth between one & two percent. We believe this is important to provide adequate housing to meet requirements of increasing employment.

NOTE: *The newly annexed developments, Gateway, Westside and Reynolds Ranch have begun to create a new belt of residential on the southeast and western edge of Lodi. When residential development connecting these projects is approved, the combined build-out of these developments, at our 2% cumulative rate (or less) will take 25-plus years at the earliest! We base this on historical build out numbers from City Of Lodi Community Development Department. The growth mandate allows planners to calculate the space requirement needed and the time it will take to build out. Remember, since 1986 the yearly 2% cap has never been reached, even through the years of the most recent real estate "boom" market.*

Infill housing (inside current city limits), should be encouraged and not subject to allocation under the 2% growth cap. New "Infill Construction" will retard demise of urban areas, reclaim "brown fields" and will identify vacant property for redevelopment aided projects. Zoning, changes in the building code, plus new ordinances to promote the construction of "vertical" living spaces should be fast-tracked and expedited by Community Development. Ordinances should allow new 3 to 6-story buildings in the downtown core and along Cherokee Lane. This construction would clear the way for condominiums, mixed use buildings and add a new element of vibrancy to the downtown core.

Lodi in the future should maintain a parks system that adequately provides space for recreation, soccer fields, baseball diamonds, tennis and basketball courts as well as walking, jogging and cycling paths. Planning should recognize culturally diverse populations increase the demand on city parks for soccer fields in particular. Development agreements, if used in the future, should weigh the community needs and value of adequate park facilities.

First Impressions

In a sense the arterial entries to Lodi set the expectation for community visitors and work to maintain the city's individuality and uniqueness. Open space between cities is seen to be of maximum importance to Lodi residents and residents of all other San Joaquin County cities. (See foot note on page 4) That said, the Lodi Chamber supports property rights of any impacted land owners, "open space" must be attained working in and with the cooperation of land owners.

A concerted effort and a "community branding statement" should be made to enhance the attraction of Lodi on major Highways 99 and I-5. If tourism is to play a major role in Lodi's economic future, we should capture a portion of the 100,000+ people that travel the north south corridors daily. One important entry point is Turner Road coming from I-5. This road should at all costs remain "rural wine country" in feel and appearance as it is an attractive conduit to many popular tasting rooms, lovely vistas and leads straight to the Visitors' Center.

Highway 12 east from I-5 is also of critical importance and fragile in terms of aesthetics. Currently, mixed use from tasting rooms to trucking depots can be found on this stretch of state highway. Any influence the city can use over growth at Flag City should be employed. AL-5 Zoning can be a big benefit in this case (see Agriculture & Greenbelts White Paper).

This stretch of highway between I-5 and Lodi's western border would be a prime location for a large gateway object de' art to define the importance of agriculture in the Lodi region. Highway 12 east of CA 99 is also fragile in its potential usage and aesthetics. From the Highway 88 junction, coming west toward Lodi Victor Road is also important to the "Wine Trail" of Lodi. Several more wineries are planned for this stretch of highway. Much of Victor Road is lined with large beautiful trees. Even though this highway is outside of the Lodi City limits, Lodi should encourage its beautification. With the annexation of land along Victor Road for Delta College the City will have a great responsibility in the transition from the urban to the rural. While the college's early idea sketches look good the city must insure that this entry to Lodi is harmonious with the surrounding agricultural setting it bisects. Other key entry points identified below are worthy of improvements as they also are the first impressions of our city:

- * Highway 99 Southbound Turner Road Exit
- * Highway 99 Southbound Highway 12 East & Victor Road
- * Northbound 99 Harney Lane
- * Northbound 99 Lodi Exit
- * Northbound 99 Kettleman Lane

Something visual to welcome visitors and tourists at these points of entry would enhance Lodi's first impression. Signage surrounded with colorful flowers as an example makes a statement of quality and pride.

Although much of this last topic takes place outside the city limits it works to promote the defined boundaries of the community and speaks to Lodi's uniqueness by maintaining the rural atmosphere it sends a powerful message that one is truly entering a very special community.

Concerted effort should be made to build transit-oriented housing on the east side of the UPRR rail lines that runs through the center of Lodi. As California's Central Valley population triples over the next 40 years, we must prepare for other modes of transportation. Rail from Sacramento South to Bakersfield will become increasingly important for commute and tourism. Lodi is perfectly situated to take advantage of workers commuting to Sacramento and tourists coming from the north, south and the bay by rail. Now is the time to position Lodi, its citizens and business owners for the benefits rail transit will bring to Lodi in the future.

The City's Planning Commission must work harmoniously with developers to have all future commercial development design be consistent with the "attraction and destination" appeal of our evolving community. Incorporating written design guidelines that allow the developer flexibility but work together uniformly in an aesthetically planned manner.

Footnote:

In 2007 the SJC Council of Governments "Blue Print Project" surveyed over 500 people in 15+ focus groups throughout the county to name the features they most wanted to see in the year 2050. Their top (#1) answer was: **"that the cities of SJC maintain their individual identity and not geographically grow together."** (Seven of the 15+ focus groups were in Stockton, Lodi hosted one group meeting.)



A White Paper Report
By The Lodi Chamber of Commerce's
General Plan Task Force

Economic Development

Of all the elements of the upcoming General Plan we have studied, our Task Force found Lodi's current state of economic development or job creation as most lacking. It is critical the people of Lodi, our elected officials and city staff show greater respect for the retention and create activity producing the attraction of jobs, as jobs, are the chief contributor to a strong local economy.

The need for a consistent economic development program is actually magnified due to our 2% growth cap which has a tendency to retard property tax and sales tax revenues. With these two revenue contributors to city coffers being smaller by comparison to other neighboring cities, the ability to attract good paying private sector jobs is imperative.

Lodi is in desperate need of new industrial and commercial zoned land, especially industrial. With no dedicated position for economic development within city hall the environment for development to occur, we believe, has been severely handicapped. Such a position serves as the advocate for prospective businesses seeking to get up and running. This position is a guide through the maze of permits, fees, and city requirements. For several years now there has been no spending that has yielded positive job growth. In short Lodi has not been out **for** business, but to a degree we have been out **of** business competitively speaking.

At the Chamber we hear a need for a new attitude of cooperation centered around a "pro-jobs" mentality. We believe jobs have been caught up in the "growth-no growth" debates and that should not happen and is certainly not the case. We recognize under recent budget cutbacks, constraints there has been a need to find cash for city coffers wherever possible. One idea, as an example of a "jobs attitude," would be for an employer creating a certain number of jobs to be eligible for some impact fee reductions or wavier. For other projects that did not appreciably contribute to the Lodi job pool, they would pay full tariffs. We offer this as a back-drop to say new land is not enough. We need an advocate and "project pilot" inside city hall, a budget to work with, and the ability to accelerate processes that have bogged down in recent years.

Without a doubt Lodi is a "cut above" in many respects to other California Cities. Our climate for business development needs an extreme makeover, and it needs to be of a quality to compliment our city's other attributes. Here are what the task force believes the City should do in terms of attracting jobs and producing economic development:

- Fund an economic development position as a priority investment for the next city budget cycle.
- Place in our sphere and annex contiguous land on Lodi's east side for manufacturing, warehousing, and various forms of commercial, retail and office usage.
- Develop a Master Plan for all new land annexed into the city on the east side of Lodi.
- Supply the new business park area with the needed infrastructure plan to attract the clean industries and businesses we desire in the community.
- Develop targeted industries, working with the SJ Partnership and their resources to expedite attraction of businesses that compliment what Lodi is about.
- The City must embrace the need and begin developing a comprehensive Economic Development Plan for balanced job creation. It is our belief the changing economic times call for new strategies with creative public-private partnerships focusing on Lodi's best opportunities for meaningful, primary job growth.
- A comprehensive review of current policies that enable or dissuade development should be performed. Also work hand-in-hand with the Chamber and service providers in the community in a Business Retention and Expansion effort.

Assuming the Delta College campus is approved and annexed into the City of Lodi, land immediately to the south of the campus should also be brought into the City. This would be a piece of land extending south from Victor Road approximately ¼ mile and running west from Tecklenburg, back to ¼ mile east of the Traction Railroad Line, where upon the boundary or eastern city limit line would come down to the south, just east (1/4 mile) parallel the Traction Rail Lines, basically down Curry Ave.

By doing this Lodi picks up rare "rail accessibility" parcels linking to Stockton terminals and the Port, valuable to businesses needing rail siding. The eastern city limit line will continue to parallel the tracks straight south to ½ mile below Harney. In doing this, the City is "squared off" with commercial and residential in the Reynolds Ranch area just west of highway 99 and south of Harney Lane, and to the north on Victor road.

The Master Plan can tailor the types of businesses and employment centers in the different areas of this expanded business park. For example, the parcels along Victor Road south of the Delta Campus must fit into the transition from industrial zoning to the west and vineyards to the east. The beautiful tree-lined Victor Road should front office complexes and mixed use office-retail. The parcels along the railroad would be suited for warehousing. While Lodi should not be all about recruiting a lot of logistics type businesses because of low job density, some will desire to be along the rails, a logical place for them.

The Master Plan must also consider commercial / retail along the very valuable and highly visible Highway 99 frontage and along the arterials Kettleman & Harney. In between the two east west roads could be the multi-tenant, high job-density structures, which will provide business space for a variety of businesses. The whole design, because of its planning, will have a coordinated look, with a respect visually for both the workers in the area, the visual "quality look of Lodi" and the neighboring ag lands to the east.

A Master Planned Business Park is essential in attracting higher paying jobs to Lodi. While the wine and hospitality industries will bring tourists and tax revenue to Lodi, the higher paying jobs attracted through the business park will contribute more to the ongoing strength of the local economy. We neither want, nor can the City afford to become, a bedroom community where people leave the City and go out of town for employment. In our view, developing a Master Plan and following that plan is the only way to ensure we attract the right businesses and not have hodge-podge growth done in a piece meal manner.

At the Chamber we are continually hearing the need for quality workers. Minimal skills needed are language, math and the ability to write. We also hear there are people who want to work with a strong work ethic who want and need a better wage. This begs the question, why are they missing each other and is there some way to facilitate the critical necessary meeting? We would urge a City-LUSD-Chamber partnership to create a JOBS RESOURCE CENTER located on the eastside of Lodi. This Center would be a physical place where a person wanting to work can find help to overcome barriers, learn where to gain skills to employment and also meet Lodi employers that have jobs for those who qualify. It would seem to do many good things including a lot for the eastside rehabilitation.

Lastly, Lodi needs to support whole-heartedly two separate initiatives in the coming weeks (Summer-Fall 2007). If Lodi is fortunate to have these two economic stars align, they will work terrifically together for our economic development effort.

First is the activation of Lodi's Redevelopment Agency. This is of major importance to energize and stimulate investment into depressed and blighted parts of our city. With no negative economic impact in taxes or fees on business owners or citizens, the lion's share of incremental property tax gain is returned to a specific area in Lodi for reinvestment. Such activity creates jobs where there are none and not much hope for any, plus a Redevelopment Agency brings new life to run down neighborhoods decreasing crime and increasing prosperity. Funds can be used for many projects but for the purposes of this report the focus is on economic benefit in job creation. A redevelopment agency is a tool to stimulate economic development in areas of Lodi which are in the greatest need of investment.

Second, the state of California is limited to only 42 Enterprise Zones. Every so often the state will allow a set number of these zones to modify their plan. The San Joaquin County Department of Economic Development is one of 23 counties (or zones) applying for 1 of 8 modification slots in 2007. The SJC proposal is a billion dollar expansion of Stockton's Enterprise Zone to include almost all the cities of San Joaquin County. Like the redevelopment zone, incentives are given to employers within a certain geographic area. The EDD is considering basically Sacramento Street east through the industrial zoning east of highway 99. The City will need to participate in application costs on a proportionate basis, and some economic incentives. City of Lodi incentives, yet undefined we believe, should be viewed as investment spending, based on potential gains. We encourage Lodi to take this step.

The Enterprise Zone funds facilitate business start-ups and give tax incentives per employee to those businesses who qualify within the zone's boundaries. The Enterprise Zone and Redevelopment Agency work together and do not negate one another's benefits to the business owner, or to the City.

Anything the City can do to bring these two initiatives into being will greatly accelerate the success of economic development in Lodi.



A White Paper Report

By The Lodi Chamber of Commerce's
General Plan Task Force

Agriculture Sustainability & "Greenbelts"

Agriculture defines Lodi in more ways than one. Agriculture encircles Lodi physically defining its border; and is currently the economic engine of the community as it has been for over 100 years. Agriculture is Lodi's leading industry in terms of expansion, and growth. In addition Lodi agriculture is creating a tourism opportunity and, as a result, new and widening revenue streams for the community. The City of Lodi needs to be actively supporting agriculture in new and creative ways. It is critical to the City of Lodi and the community at large that agriculture maintains its profitability. Agriculture's ability to remain profitable, through market change will determine whether it will flourish and continue to contribute to a strong Lodi economy.

Agriculture is a dynamic industry, always changing and as of late, heavily impacted by the supply, demand, innovation and pricing partly driven by a world market. If that weren't enough, looking forward, the local risk & opportunity environments for water supply, salt-water intrusion, air quality, increasing environmental regulations, labor issues and rising cost factors make the future a challenging time for Lodi agriculturalists.

The question is how much should Lodi do to support an industry that is largely outside of its city limits? What is legal? What is prudent? What actions would be a good investment for Lodi's future well-being? What actions and or influence are advisable for the city in respect to property rights of agricultural land owners?

Agriculture can be the goose that lays the golden egg for Lodi's future revenue streams in terms of sales tax, TOT and property values. We recommend the City's consultants study the contribution increases created in similar city's revenue streams such as; St. Helena, Napa, Calistoga, Yountville, and Sonoma. This could be a guide to elected officials as to the level of support given to agriculture.

Because of the added interest in the Mokelumne as a National Parks Water Trail, Lodi should express its interest in maintaining the values the river adds to the community and to the land owners on the north shore of the river. Lodi should have a say as to what the north bank of the river could develop into or will look like. Language could express the attitude of keeping the land in agriculture as it is today. Large homes currently enjoy the river's natural state and one church abuts up to the riparian area. While Lodi may never want the land to the north of the river to change, it most certainly would not want others to make those decisions without a voice in the matter.

In a similar manner, consideration might be given to including Micke Grove in the Lodi Area of Interest. The park is largely surrounded by ag lands and contributes to the tourism interest well. Although not in the city's control, LAFCO *must* give consideration to Lodi's designs for surrounding agriculture activities and ag-tourism related businesses. Language in the plan could speak to these usages and activities. We recommend policy statements be clear on the purpose, use and activities within Lodi's "**Economic**" Area of Interest. This will add direction for the future; demonstrate a link between urban economic needs and their dependency on sustaining ag. These will expand the nature of the General Plan but complete its wholeness tying urban to ag through "Areas of Interest."

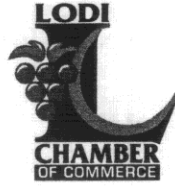
We believe the Lodi City Council should begin a deeper relationship with the Agricultural Community. The best way to begin would be to join in the rewriting of a "Customized" AL-5 and endorse the AL-5 Zoning proposal under consideration by the County. A "customized" AL-5 zoning does several things for Lodi's benefit:

- It accomplishes a community separator leaving some 80% of the land encircling Lodi in agriculture.
- It can include parameters allowing for the development of boutique and small wineries, Bed & Breakfasts, and other Ag-Tourism related businesses. It can also be exclusionary to types of businesses so as to have a harmonious "rural look and feel."
- It also can be strengthened with right-to-farm ordinances for those farming and living in this agriculturally zoned area.
- It allows for the appreciation of land value for the land owner through the sale of a portion of their land, plus the ability to operate a new tourism-related business.
- By an "early endorsement" of the land owner developed AL-5 plan, the City could repair damaged relationships between the city and the farming community.

- To ensure proper development in the AL-5 zoned area, appeal to the citizens of North San Joaquin County to urge their elected officials to enter into a Memorandum of Understanding that would eliminate additional development in the AL-5 zoned parcels. The two cities, Lodi and Stockton, along with the County, should develop the agreement, for a specified time period, only changed or cancelled by a vote of the people to maintain the integrity of the AL-5 zoned land. The expiration or renewal of AL-5 agreement would coincide with the life of the three governmental entities general plans.
- AL-5 is land-owner developed, any plan without them, their buy-in and support is not possible.

In summary, working "with" the land-owner-farmers will be the only way any real and lasting partnership with agriculture can happen. Lodi does not need to control the land in question (ag land surrounding Lodi) but it does need to be a **big part of the solution to help sustain it...and Lodi needs to do so right away.**

LODI



A White Paper Report
By The Lodi Chamber of Commerce's
General Plan Task Force

Rehabilitating Eastside Neighborhoods & Key Corridors

For the purposes of this paper we define the "eastside" as the area bounded by Turner Road on the north, Highway 99 on the east, Kettleman Lane on the south and the railroad tracks on the west.

In the late 1990s the eastside of Lodi received a limited effort of revitalization through the landscaping, lighting and beautification along Cherokee Lane. Much more needs to be done. It is along Cherokee Lane, perhaps more than anywhere else in Lodi, a Redevelopment Agency can have a tremendous and significant impact. Economic investment is needed to clean-up deteriorating and blighted properties. Needed investment will improve upon, and hopefully reverse the predictable deterioration of surrounding neighborhoods now slipping into urban decay.

Mixed use of new retail, commercial and offices will raise property values, create jobs and improve the appeal of neighborhoods to the west of Cherokee. As this area is in a tax-producing deficit compared to Lodi's other commercial areas, the City should consider incentives for development such as greatly reduced impact fees to attract investment. Or, even more stringent measures such as limiting or restricting various commercial formats to the Central Avenue, Lodi Avenue or Cherokee Lane corridors. This fall the City will begin planning Lodi Avenue improvements. Considerations must include projected needs of a growing multi-cultural population, and enhancing the economic appeal of the key corridor.

Cherokee Lane remains today one of the important entry-points or gateways into Lodi. Cherokee is the first impression visitors have of our community when exiting from highway 99. Their first impression is not indicative of the community as a whole. Therefore the eastside must receive the focus of not only redevelopment, but the focus of general, overall community improvements.

Central Avenue is a well-kept mixed use neighborhood surrounded by peoples of different cultures. The businesses along Central reflect a strong Hispanic influence. The retail mix is diverse with several very unique retail offerings. The businesses would like to see more Lodians from the Westside of Lodi come shopping in their stores and eating in their restaurants.

It is believed to continue and build upon the eclectic feel and business mix would be a worthwhile endeavor; more businesses of a unique nature would be a boost to the specialty shops on Central. An increasing number of businesses would create more attraction to the neighborhood from west Lodi. The international flavor could lead to a "shopping-bazaar" experience, having a greater pull for all people, no matter their ethnicity. Infrastructure investment with street beautification can be a first step in creating incentive for private investment for development.

Businesses do not want to be worried about the safety of their business, employees and customers. The neighborhood needs greater city services. The eastside has gang problems that grip the people with fear. Some forward thinking eastside residents want a greater presence of uniformed police, perhaps a police substation located near Central Avenue. Many people walk to get around on the eastside. The pedestrian auto interface on Central has some people concerned about safety and should be studied for a time when increasing numbers of people come to the avenue.

Community policing practices, offering housing incentives for police and fire personnel to live in the neighborhoods on the eastside have shown to be an effective way to reduce crime and have a positive influence to at-risk neighborhoods. There are many creative ways to introduce more police presence into the eastside. It is the most severe crime prone area of Lodi. We must move soon to reclaim these neighborhoods from dangerous gangs and return them to families and productive citizens. We contend that creative methods of economic development and job creation will help tremendously in this fight to reclaim these neighborhoods. The Job Resource Center is an example of one strategy (see Economic Development White Paper).

City infrastructure is in need of repair on the eastside. Many alleys are in need of repair as they are handling much more traffic than they were designed to service. City sewer lines are in disrepair. We bring these to community attention for if and or when we begin spending redevelopment dollars on the eastside we want to insure the investments are not built upon old decaying infrastructure.

One area that may be lacking on the eastside compared to the Westside of Lodi are city parks. The City might want to look for any land they might develop into a park. The ethnic populations of Lodi are big users of city parks for sports and family activities. Lawrence and Hale parks are sometimes scary places known for crime and not safe for families.

In conclusion, the eastside of the community has many needs and "cries-out" for a redevelopment agency. The eastside as a whole must be seen as the top priority and most worthy / needy recipient of those dollars claimed through incremental property tax gain. Any city, Lodi included, is faced with "shoring up" its needy neighborhoods. It is the great cities that recognize these difficulties as challenges to be overcome, rise to the occasion, sustain the neighborhoods and have them become once again vital contributors to the City's future and not in anyway detract from it.

LODI



A White Paper Report
By The Lodi Chamber of Commerce's
General Plan Task Force

Downtown

As mentioned in the Small Town Character White Paper Report, the downtown core is a charming, quaint, center of activity considered by most the very heart of Lodi. When the community comes together it does so in downtown at a street faire or farmers market. It is the town's meeting place defined by strong symbols that echo its character throughout Lodi. The Downtown core is Lodi's corporate identity, a point of difference when compared to all other valley cities, a key element in attracting visitors, as well as the quality municipal embodiment of what the community stands for and aspires to become. It is coveted by other valley communities, and has improved over the years from what it had become by the mid-nineties.

Even with all these positives it is only a fraction of what it can be and needs to become. The visionary creators seemed to have had no plans or on-going resources for taking downtown to the next level of vibrancy and self-sustaining sufficiency. If we are to attract "tourists" to Lodi as a destination, the on-going maintenance of the downtown is absolutely a necessity!

Profitability for many retailers and merchants along School Street is steady but not as robust as it needs to be. For others it is a struggle to keep their doors open. There are voids in downtown's "product mix" or retail offerings. Greater selection and variety of boutiques would, along with effective marketing, add greater foot traffic to the street and economic vitality to Lodi's core. More tasting rooms coming into downtown will help bring the wine-tasting tourists and visitors, especially on weekends. People who work downtown during the week are often surprised to see more foot traffic downtown on weekends than during the week. One merchant reports about 65% of her sales are to "outside of Lodi" customers. Still, some merchants are closed on weekends.

There are no incentives or business attraction efforts for new downtown businesses and job creation. As mentioned earlier downtown needs physical attention. The streets need to be regularly cleaned, flowers and color need to be added. Recorded music from speakers in trees or on second story buildings is needed to add life and continue the effort to separate the downtown shopping environment from all the others. There is no façade improvement funding to help property owners investment look more appealing and helping out the streetscape.

Perhaps funding from some source could help revitalization of some older buildings. This Task Force would not like to see a developer raze a building downtown and then erect a structure that did not aesthetically fit into the district. We understand that there are no design guidelines or restrictions that speak to such a case should it occur. Guidelines do exist in our county; Woodbridge is a good example of historic standards established for its downtown. We believe the SPARC Committee to be useful in implementing these standards.

As mentioned in the Tourism Report, a much greater presence of art in the downtown core would be a great addition and increase the pull as a destination. Art will compliment existing retail and fits with the wine-lifestyle niche. Serious focus should be devoted to the development of an "Art Row." An example would be the conversion of the historical buildings along Sacramento Street across from the parking garage and the World of Wonders children's science museum. Street level galleries and studios are a part of the mixed use of the older buildings. Living space for the artists or proprietor in the second story makes a superb use for these now rundown and eyesore properties.

Key to drawing more retail will be the development for downtown "loft-style" living spaces. Demographic trends are creating opportunities for high-quality above-street-level housing concepts. Our downtown will attract retiring baby-boomers still young enough to be near the restaurants of choice and fun events, while young professionals see the properties as hip, and in the pulse of the city's nightlife. It is our opinion more retail and commercial tenants will follow *after* people coming through downtown residential development.

This is so important that we believe the City might itself want to be the developer, or at the very least manifest an aggressive customer service role to expedite the application, permit and build-out of these mixed use and residential spaces. We see such a project as a real catalyst to begin the ball rolling in the right direction for Sacramento Street and contributing to the enhancement of vacant or under utilized spaces on Pine, Elm, and between School and Sacramento Streets.

After the Sacramento Street project is complete, and depending on the *timing of the need* for transit-oriented housing and development, the appearance and use of Main Street needs to be addressed. Built around the multi-modal station as a centerpiece, much of the open space between Sacramento and Main from Elm to Walnut could become a large tree filled plaza with some tourist / travel oriented services such as newsstands, coffee and sandwich shops, Lodi souvenirs, sundries etc.

Railroads are under a federal mandate to reduce the number of grade crossings in their systems. Lodi should investigate lowering the tracks to a subterranean level through much of Lodi. While this would possibly create hardship for some businesses with their need for rail siding services, it would be an economic boon for Lodi. In Reno, where the tracks bisect their downtown, they dug a 2-1/4 mile trench and dropped the tracks about 40 feet. Some structures are built on top of or straddle the trench. Two blocks in the center of town actually cover the tracks with a plaza especially designed for huge downtown events. Reno in essence, created 110 acres of new usable land in the middle of their downtown district!

The railroad, we recognize, is a challenge to work with; however the prime real estate they control in the heart of Lodi is crucial to the transmission of the downtown quality west of the tracks to that east of the tracks. So much can be done with this land. A plan with a vision for this area is needed to cause constructive movement. If California is to put more people on central valley rails twenty years from now, this will become one of our community's key ports of entry. As Lodi develops into more of a true tourist destination, and the downtown a place of activity far greater than we see today, the railroad will be seen to be more of a problem, and demand will cause the property along Main Street to come into play. We need a new master plan for downtown going east of the tracks.

The visiting tourist will eventually cause a demand for downtown accommodations. It is only time before a boutique hotel and second-story Bed & Breakfasts come to downtown Lodi. For an upscale visitor of Lodi Wine Country, high-quality overnight accommodations are scarce, and on weekends often not available. It is in the city's best interest to bring these visitors downtown where they can eat several meals, shop in stores and leave occupancy and sales tax dollars behind. The general plan should make special provisions to accelerate the development of these businesses. This is an important form of economic development for Lodi and is another argument for its inclusion into the next city budget cycle.

This general plan should have a clear vision for what the downtown needs to become and then set the development stage for this vision to be realized. This will include investment spending on the city's part giving incentive to private investors. A master plan for downtown will identify several large tourist-stimulating projects such as an Artist's Row, a Downtown Plaza, and a boutique hotel. A "gateway" building project is planned at the corner of School and Lodi Avenue; another should be planned at School and Lockeford at the other end of the street.

In summary, specifically for downtown, this general plan must put into effect ordinances, building-design standards and guidelines for mixed use, reuse and new application which do not impede, but accelerate rapid progress of build out. The city needs to *encourage* this revitalization, and in no way deter it.

Plainly said, the city needs to quickly set the stage for Phase 2 of downtown revitalization. Due to Phase 1 investment, its success to date, and because of the overall importance downtown is to Lodi's future, this general plan can not start too soon on these recommendations.

LODI



A White Paper Report

By The Lodi Chamber of Commerce's
General Plan Task Force

Tourism Opportunity for Lodi

Many California cities are envious of Lodi and the "renaissance" the community has and is experiencing. Propelled by an expanding wine marketing effort begun by local farmers and producers, Lodi with its newly revitalized downtown core has created a synergism and buzz that Lodi is someplace special. It is helped along by the overall charm of the well-planned and historically well-maintained community. All of this and investment on the private sector's part have contributed to Lodi's rebirth or at least repositioning in many people's mind's eye. The community has opportunity for tourism for another reason, which is location. Lodi is ideally situated to be only a short two-hour drive from home for nearly 12 million northern California inhabitants. *Lodi is being discovered!*

Most Lodians today see the growth of the tourism opportunity but it seems the community is inconsistent on how best to facilitate its profitable development. Many Shopkeepers are resistant to open on Saturdays & Sundays, School Street is only steam cleaned once a year. As a result sidewalks are disgustingly filthy in places. Weeds sprout around vacant buildings and in street medians in too many public places.

If Lodi is to become successful at repositioning itself as a "destination," a place where people want to come, *and return*, it is imperative our city be maintained in a higher-quality manner. Cleanliness in public places, colorful flowers, attractive facilities, is fundamental to our ability to attract a discriminating visitor. In Northern California there are many cities vying for the tourist dollar. A city with dirty sidewalks, dead flowers in planters, weeds growing in street medians, in adequate directional signage, closed stores on weekends all say to a visitor "we do not value you," and we don't value our city. Lodi is not living up to its potential in this respect, we can and must do better.

Also, few dollars are dedicated to marketing the community as a destination. Desirable tourist infrastructure such as adequate hotels and other attractions beyond wine-tasting are limited. The City Council has been mildly supportive of ideas to establish incentives for a downtown hotel. Most hotel rooms are along Cherokee Lane, Highway 99 corridor, although clean for the most part, they are not considered for accommodations by the wine-tasting tourist.

While weekend business is strong at the few Bed & Breakfasts and upscale Wine & Roses Hotel and SPA, the mid-week business or occupancy is anemic. Is this a catch 22 condition? If we build it will they come? We recommend the City Council re-visit a plan to use city-owned property in such a manner to create an economic incentive for attracting a hotel operator downtown.

Other infrastructure is needed to facilitate the continued development of downtown. Code ordinances are not conducive for reuse of existing structures or mixed use applications. Downtown Bed & Breakfasts in second story buildings can add a whole new dimension to downtown's dining and entertainment scene.

Monies for façade improvement and some consistent out of Lodi marketing are needed to bring more foot traffic downtown. Another draw to downtown will be "downtown tasting rooms." The General Plan should have language that describes a willingness to partner with wineries who will "invest" marketing dollars into the tourism appeal of downtown. Such partnerships are in operation today and similar ones should be struck in the future.

Downtown can broaden the experience for a wine-tasting visitor to Lodi. Art is a great "go with" attraction for an upscale visitor. We suggest the City identify a block downtown and search for a developer to take on an "Artist Row" concept. An example could be the block of old buildings across Sacramento Street from the parking garage. Those old buildings could be marketed as Lodi's Art Walk. Galleries and studios on the ground floor while the artists / proprietors live in upstairs lofts above. Incentives such as fast-track permitting, tax and utility incentives can facilitate the entry and help buffer costs in the first year(s) of operation. Redevelopment can again play a huge role in bringing this to fruition.

Members of our task force know of at least two other cities that have successfully done this very thing, so we suggest learning from Oakland and Fresno. Other cities such as Merced, & Madera have used creative ways to revitalize blighted properties specifically for similar art related projects. We think this is key to downtown's evolution toward destination status. Also it does not compete with School Street's fragile retail condition but complements it and adds foot traffic to downtown sidewalks.

Beyond downtown the Mokelumne River is an underdeveloped asset for a tourism oriented community. Consideration should be given to adding the North bank of the river to our General Plan and Sphere of Influence, or as a special Area of Interest. Not for future development, but to have a say in how it will be protected and possibly enhanced at some point in the future. Keeping the Mokelumne in a natural state, with greater access and enjoyment by the public could contribute mightily to the tourism pull of Lodi.

The Lower Mokelumne Water-Shed District is currently working with the National Parks Department to have the river designated as a National Parks Water Trail. Such a designation will bring funding to the river and increase the usages such as Kayaking and Paddling on the river. Reno, Nevada has made the Truckee River the center piece of their downtown revitalization. It brought the "outdoors experience" into the heart of the city, and has expanded Reno's appeal and versatility in attracting "new to Reno" visitors.

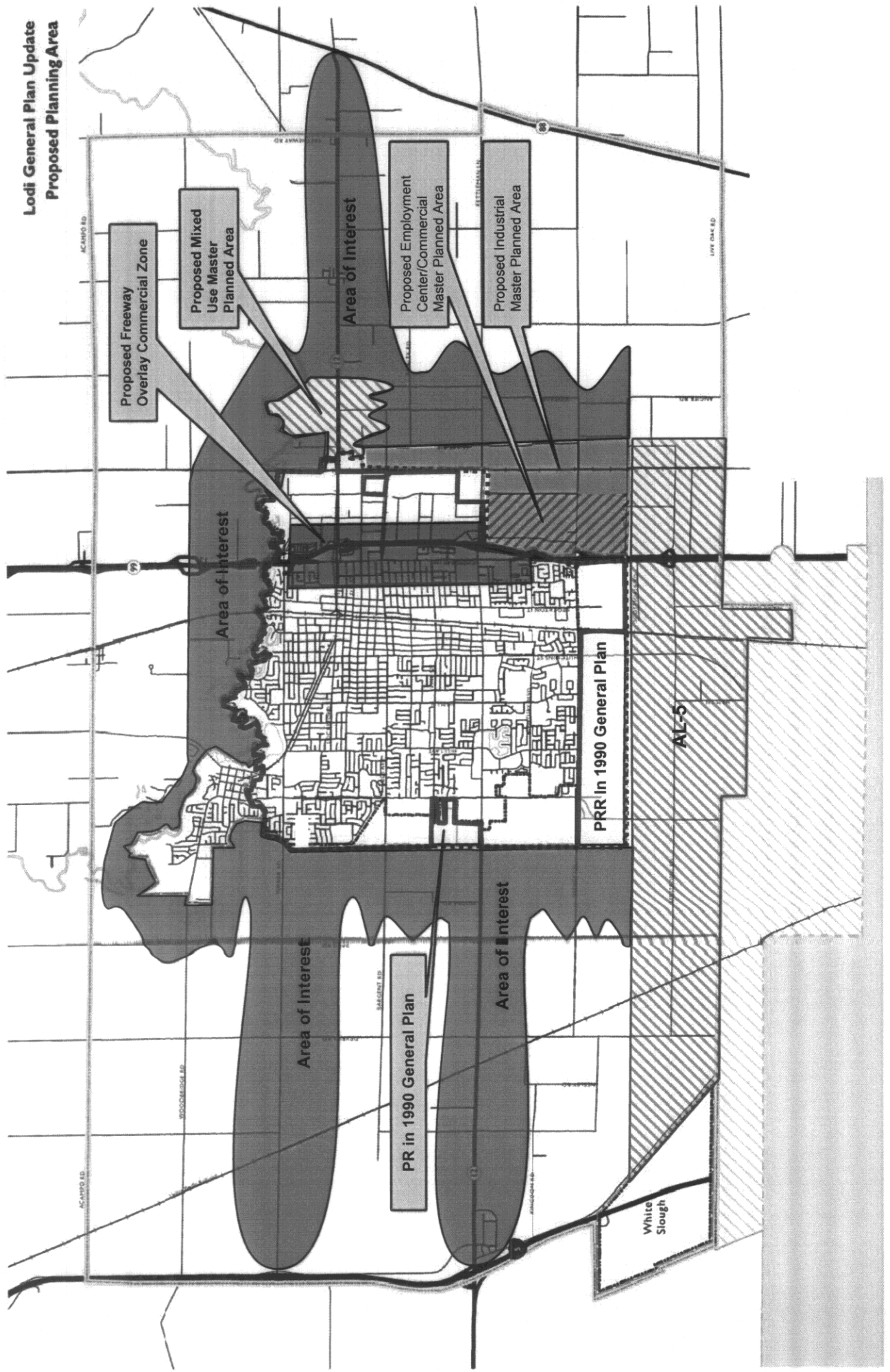
Being the largest city closest to the Delta Wetland Habitat for West Coast migratory fowl, Lodi has an opportunity to attract yet another population segment with quite a bit of disposable income. The birding community is aware of Lodi by being the winter home to thousands of Sandhill Cranes. Any clear fall evening one can go out to the Isenberg Reserve and count dozens of license plate frames from bay area dealerships and metro Sacramento. They come to see the spectacular fly-in of thousands of cranes returning to roost for the night.

This natural attraction combined with the Lodi-river experience, the downtown Lodi experience these bird-watching visitors have many attractive options, not to mention wine-tasting. This is an untapped year-round tourism market. But they will demand attractive, unique hotels close to other Lodi attractions. City signage, perhaps in partnership with local business or the Chamber of Commerce should be placed out in the birding areas, directing out of town visitors to Lodi.

The City might also work with the Woodbridge Irrigation District to complete the Fish-Ladder Viewing project. This would allow viewing of Salmon and other native fish migrating back up river to spawn, another notable attraction for both young and old when coming to Lodi.





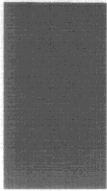

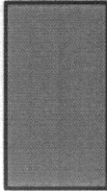




All of these suggestions add to the value of Lodi not only for tourists but for Lodi citizens as well. The General Plan must use language that recognizes these opportunities and determine the actions, and mechanisms to bring these or other ideas like these into fruition. We need progress quickly if we are to truly be a first-class destination experience.

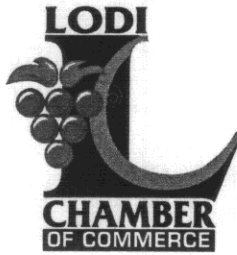
Proposed Chamber of Commerce Lodi General Plan Land Use Map



Lodi General Plan Update
Proposed Planning Area

LEGEND

	Existing City Limits
	Existing Lodi SOI
	Proposed Lodi GP Planning Area
	Proposed Mixed Use Master Planned Area
	Proposed Freeway Overlay Commercial Zone
	Proposed Employment Center/Commercial Master Planned Area
	Proposed Industrial Master Planned Area
	Area of Interest
	AL-5
	Existing Stockton SOI
	Proposed Annexation Stockton SOI



CONCLUSION

This Task Force submits this work wanting its readers to know that the men and women who authored this document greatly cherish and hold dear this community. We recognize we are challenging some longstanding institutions and attitudes with some of our comments, but we will remind the reader our future is presently cloudy, and our region and world are forcing upon us unprecedented and daunting change.

Therefore if we are to succeed as a community we will have to become committed to a vision, courageous in our planning and persistent in the attainment of our goals.

If the directions recommended here are to be heeded it will take resolve to stay the course and a clearer vision for what Lodi will become in the future. As members of the Chamber of Commerce we will always be on the side of a healthy business climate which provides jobs and wealth for the community. Our greatest challenge will be to keep Lodi's attractiveness, its uniqueness and strong tie to an evolving agricultural environment, while at the same time drawing upon those attributes so as to balance a stronger local economy with our coveted quality of place and life.